TIMELESS LONDON

WINTER 2026 COLLECTION

CREATIVE BRIEF

EXECUTIVE WINTER

Vintage inspired | Sustainably chic | Season-ready
Brand: Timeless London (UK women’s fashion)
Winter 2026 theme: timeless elegance meets seasonal comfort

ABOUT TIMELESS LONDON

Our brand is dedicated to creating stylish, comfortable clothing that effortlessly blends fashion and function.

- Founded in 2021 as a family-run fashion label
- Focus on vintage silhouettes from 1930s–1970s with modern twists
- Inclusive size range (XS–4XL) for diverse body shapes
- Sustainable, ethical values woven into design philosophy

WINTER 2026 COLLECTION VISION

Seasonal Identity & Inspiration

- Inspired by classic British winter aesthetics
- Merges vintage charm with wearable cold-weather staples
- Prioritises durability, versatility, and timeless design
- Designed to fit into everyday life and special winter moments

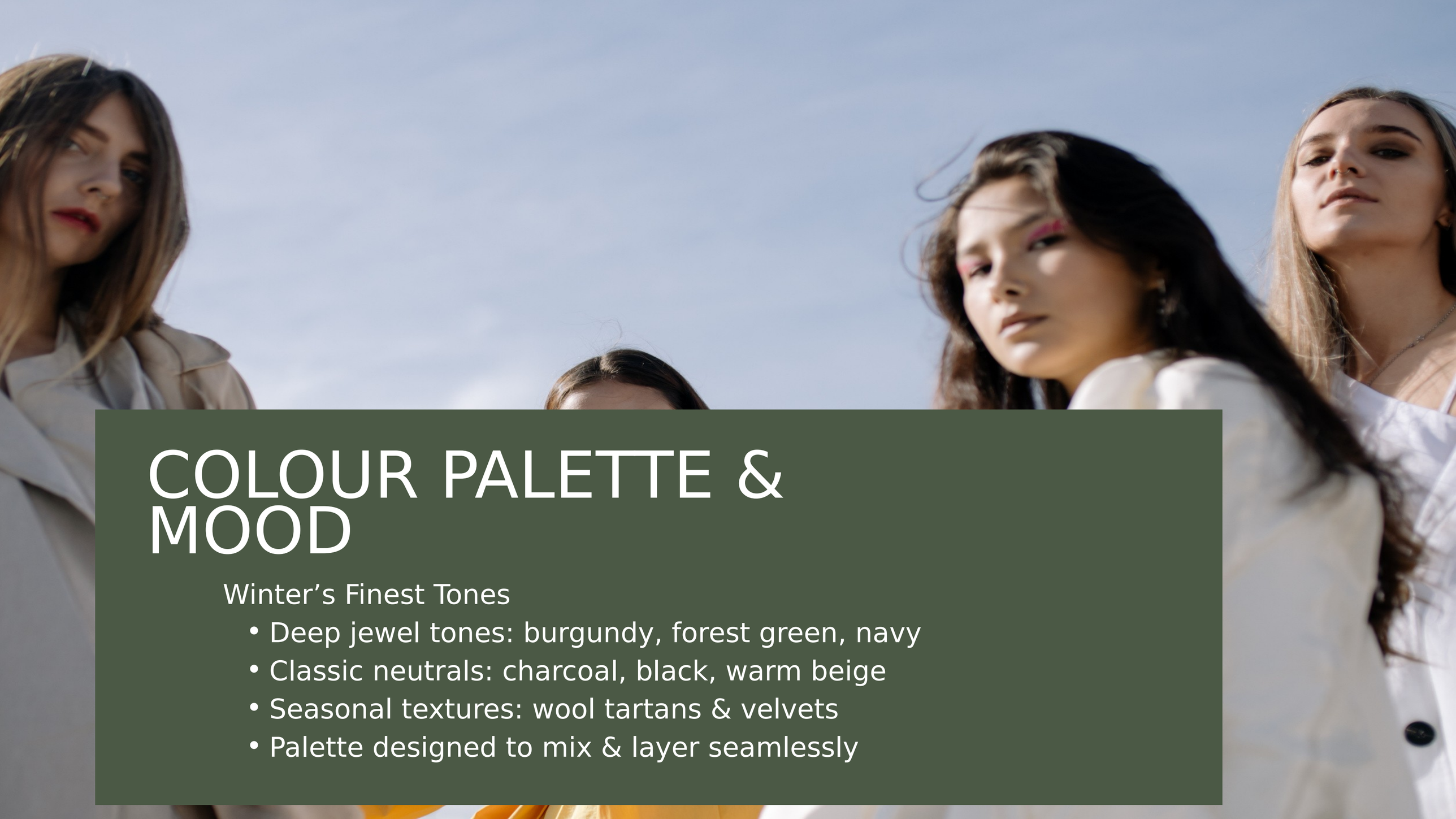
KEY DESIGN THEMES

Winter-Ready Silhouettes
Warm knitwear and woollen dresses (e.g., woollen check skirts)
Structured coats and jackets tailored for cooler climates
Midi and swing dresses with seasonally rich fabrics
Layered winter outfits that echo heritage and sophistication

FABRIC & CRAFTSMANSHIP

Quality You Can Feel

Winter fabrics like wool blends and heavier textiles
Thoughtful construction for fit and comfort.
Exclusive prints and vintage-inspired textures
Durable pieces designed to become wardrobe favourites



COLOUR PALETTE & MOOD

Winter’s Finest Tones

- Deep jewel tones: burgundy, forest green, navy
- Classic neutrals: charcoal, black, warm beige
- Seasonal textures: wool tartans & velvets
- Palette designed to mix & layer seamlessly

STYLING & OUTFIT IDEAS

How to Wear Winter 2026

- Cold-weather elegant: wool midi dress + tailored coat
- Festive evening: velvet dress + statement accessories
- Everyday chic: check skirt + cosy knit + boots
- Mix vintage silhouettes with modern boots and accessories

BRAND PROMISE & CLOSING

- Vintage inspired, modern elevated
- Designed for warmth, confidence, and longevity
- Sustainable fashion for everyday winter elegance
- Wear once, cherish forever

THANK YOU

HTTPS://WWW.TIMELESSLONDON.CO.UK/